

IB005-15 Foundations of Business

23/24

Department

Warwick Business School

Level

Foundation

Module leader

Nicola Burgess

Credit value

15

Module duration

10 weeks

Assessment

Multiple

Study location

University of Warwick main campus, Coventry

Description

Introductory description

N/A.

[Module web page](#)

Module aims

To provide a broad and integrate introduction to business that consolidates prior learning and experience, and generates an interest and enthusiasm for the study of business.

To present opportunities for development of a range of practical, presentational, personal, interpersonal, cognitive and transferable skills.

Outline syllabus

This is an indicative module outline only to give an indication of the sort of topics that may be covered. Actual sessions held may differ.

- Business Fundamentals.
- Strategy, Vision and Mission.
- Modern Management.
- Value Propositions.

- Operations Management.
- Business in Practice Field Trip.
- Marketing Mix.
- Project Management.
- The X, Y and Z Generations at Work.
- Business Plans.

Learning outcomes

By the end of the module, students should be able to:

- Demonstrate knowledge and understanding of organisations and the business environment in which they operate.
- Identify and discuss issues relating to operations, management, marketing and strategy.
- Analyse and evaluate the interplay between the organisation and its operations, management, marketing and strategy.
- Think critically in order to solve business problems.
- Analyse and evaluate business data and sources of information.

Indicative reading list

Barrow, C., P. Barrow & R. Brown (2018) *The Business Plan Workbook: A step-by-step guide to creating and developing a successful business* (9th edn.), London: KoganPage.

Combe, C. (2014) *Introduction to Management*, Oxford: OUP

Hunt, V. et al. (2018) *Delivering through Diversity*, Available at:

<https://www.mckinsey.com/business-functions/organization/ourinsights/delivering-through-diversity>.

Paliszkiwicz, J. (2018) 'Trust: A Multifaceted Notion' in B. Kozłuch, S. J. Magala & J.

Paliszkiwicz (eds.) *Managing Public Trust*, Cham: Palgrave Macmillan 9-23

Slack, N. & A. Brandon-Jones (2019) *Operations Management* (9th edn.), Harlow: Pearson

Yaneva, M. (2018) 'Z Generation in Corporate Environment. How to Address it?' 27th International Scientific Conference on Economic and Social Development (Rome) p739-745

Young Entrepreneurs Forum (2016) *How To Write a Business Plan To Start Your Own Business*, Available online: <https://www.youtube.com/watch?v=Fqch5OrUPvA>

Subject specific skills

Evaluate a vision, mission and enablers.

Differentiate between leadership and management activities of the past and present.

Analyse and suggest improvements for teams and organisational structures.

Write the value proposition and do a marketing mix review for a product or service.

Suggest improvements for a supply chain and restaurant's operations.

Create a business plan.

Transferable skills

Demonstrate competence communication (written and oral), presentation, data analysis, time

management, digital literacy, peer-review and team-working skills.

Study

Study time

Type	Required
Lectures	10 sessions of 2 hours (13%)
Seminars	10 sessions of 1 hour (7%)
Private study	48 hours (32%)
Assessment	72 hours (48%)
Total	150 hours

Private study description

Private study.

Costs

No further costs have been identified for this module.

Assessment

You do not need to pass all assessment components to pass the module.

Assessment group A1

	Weighting	Study time
Individual Assignment	50%	36 hours
Poster & Individual Presentation	40%	29 hours
Participation	10%	7 hours

Assessment group R1

	Weighting	Study time
Individual Assignment (Reassessment)	50%	
Poster & recorded presentation	50%	
Poster & recorded presentation (replaces Poster & Individual Presentation and participation)		

Feedback on assessment

Feedback will be provided via my.wbs.

Availability

There is currently no information about the courses for which this module is core or optional.